

KOL/Thought Leader Engagement and ADVISORY BOARDS Summit

Implement Innovative Strategies for Thought Leader Engagement That Drive Value and Address the Cross-Functional Challenges of Managing KOL Relationships

June 15-16, 2017 / Sonesta Philadelphia Rittenhouse Square / Philadelphia, PA

Plenary Session Highlights

CHAIRPERSON

Attribute Value to Field Team Interactions Through Meaningful Metrics and KPIs



Aleksandra Vlajnic, M.D., MBA, Vice President, US Medical Affairs, General Medicine, Hematology and Dermatology, **BAYER**

Who Are the Thought Leaders of Today and How Can You Engage Them in a Meaningful Way?



Mary Chi Michael, Vice President, Patient Advocacy and Stakeholder Management, **OTSUKA**

What Does KOL Engagement Look Like in the Digital Era?



David Lee Scher, M.D., FACP, FACC, FHRS, Cardiologist; Director, **DLS HEALTHCARE CONSULTING**

Key Takeaways:

- Create a clear marketing strategy that aligns with your medical organization's objectives
- Examine the role of digital and virtual technologies in relationship management with KOLs and compare them to in-person interactions
- Develop clearly defined objectives that are aligned across internal and external groups to ensure the success of an advisory board
- Discuss the challenges of global KOL management and international compensation issues for advisory boards
- Integrate international KOL insights into a focused global plan to grow your brand

Introducing TWO Brand-New Tracks for 2017:

CORPORATE STRATEGY

CHAIRPERSON



John Sears, Ph.D., MBA, Director, Health Care Quality Strategy for Cardiovascular and Metabolics, **JOHNSON & JOHNSON HEALTH CARE SYSTEMS INC.**



Sherrie Smartt, Medical Director, Clinical Studies and Regulatory Affairs Manager, **THERMO FISHER SCIENTIFIC**



Peter Lee, Vice President, Compliance, **HERON THERAPEUTICS**

FIELD STRATEGY

CHAIRPERSON



Nelson G. Costa, Director, Migraine KOL and Advocacy Marketing, **AVANIR**



Sudeesh K. Tantry, Ph.D., Vice President, Clinical Development, **GLENMARK PHARMACEUTICALS**



James Stec, Senior Director, Medical Affairs, **IMMUNOGEN**

Event Sponsors



8th KOL/Thought Leader Engagement and ADVISORY BOARDS Summit

Dear Colleague,

Key opinion leaders (KOLs) and external medical experts, also commonly known as thought leaders, are at the heart of industry/healthcare partnerships. They help identify unmet needs in the medical community, provide guidance through advisory boards during a product's life cycle, and engage the greater HCP community to gain credibility in the marketplace. The effective use of advisory boards and KOLs can provide informed guidance to organizations on a number of scientific, medical and business aspects. However, due to compliance requirements, commercial, clinical and medical groups cannot share feedback and coordinate field activities, making it very difficult to align business objectives across an organization.

The growing biotech industry has led to an increasingly competitive and saturated marketplace, and with it, greater competition for face time with premier thought leaders. Coupled with the scrutiny associated with industry partnerships and the challenges of managing KOL relationships in a post-Sunshine Act world, it is imperative for life science organizations to differentiate themselves from their competitors in the marketplace while aligning company objectives across their internal organization.

The **8th KOL/Thought Leader Engagement and Advisory Boards Summit** will provide attendees with valuable insights for engaging traditional and non-traditional KOLs and discuss the priorities and motivating factors for patient groups, payers and managed care organizations. Join our esteemed faculty as they share disruptive techniques for attracting external stakeholders in meaningful ways and discuss strategies for commercial and medical groups to work together while maintaining compliance.

I look forward to welcoming you to Philadelphia in June!

Sincerely,

Zohaib Sheikh

Zohaib Sheikh

Senior Conference Director

ExL Events, a Division of Questex, LLC

SPONSORSHIP AND EXHIBITION OPPORTUNITIES

Do you want to spread the word about your organization's solutions and services to potential clients who will be attending this event? Take advantage of the opportunity to exhibit, underwrite an educational session, host a networking event or distribute promotional items to attendees. ExL Events will work closely with you to customize a package that will suit all of your needs.



VENUE INFORMATION

Sonesta Philadelphia Rittenhouse Square
1800 Market St., Philadelphia, PA 19103

To make reservations, please call 1-800-SONESTA (766-3782) and request the negotiated rate for **ExL's June Meetings**. You may also make reservations online at <http://bit.ly/2IKRadr>. The group rate is available until **May 24, 2017**. Please book your room early, as rooms available at this rate are limited.

**ExL Events is not affiliated with Exhibition Housing Management (EHM)/Exhibitors Housing Services (EHS) or any third-party booking agencies, housing bureaus or travel companies. ExL Events is affiliated with event company Questex, LLC. In the event that an outside party contacts you for any type of hotel or travel arrangements, please disregard these solicitations and kindly email us at info@exlevents.com. ExL has not authorized these companies to contact you and we do not verify the legitimacy of the services or rates offered. Please book your guest rooms through ExL's reserved guest room block using the details provided.*

WHO SHOULD ATTEND:

This conference is designed for representatives from pharmaceutical, medical device and biotechnology companies with responsibilities in the following areas:

- KOL Relationship Management/Development
- Opinion/Thought Leader Relations
- Medical Science Liaisons
- External Affairs/Engagement
- Sales
- Commercial Operations
- Franchise/Business Unit/Therapeutic Area Management
- Marketing
- Brand/Portfolio Management
- Brand/Product Commercialization
- Commercial/Marketing Strategy
- Medical and Professional Affairs/Strategy
- Medical and Professional Education
- Scientific/Medical Communication, Relations and Affairs
- Advisory Board Management
- Speaker Bureau Training/Management
- Speaker Programs
- Professional Education/Programs
- Global Relations
- Compliance, Legal and Regulatory
- Business Development
- CRM Systems
- Stakeholder Relations/Outreach
- Medical Publications
- Physician Education/Outreach
- Promotional Regulatory Affairs
- Government Relations/Affairs

This conference is also of interest to:

- KOL Technology/Software Providers
- KOL Identification and Mapping Services
- KOL Management, Social Network Analysis (SNA) and KOL Identifiers
- Communication and Public Speaking Bureaus
- Digital Advisory Board Service Providers
- Conferencing Software Providers
- Law Firms
- Aggregate Spend Service Providers

8:00 Registration and Continental Breakfast

8:45 Chairperson's Opening Remarks
Aleksandra Vljajnic, M.D., MBA, Vice President, US Medical Affairs, General Medicine, Hematology and Dermatology, BAYER

9:00 **Who Are the Thought Leaders of Today and How Can You Engage Them in a Meaningful Way?**

- Redefine the idea of thought leaders to include key stakeholders that truly represent the current healthcare landscape
- Bring the greater scientific community together with patient advocacy groups to facilitate a collaborative effort toward open communication
- Work with organizations to understand your constituent's perspectives and bring in thought leaders to create programmatic campaigns around them
- Hear a case study that demonstrates the value of disease state-specific social listening to prepare effective medical education materials

Mary Chi Michael, Vice President, Patient Advocacy and Stakeholder Management, OTSUKA

9:45 **Health Check: Assess and Improve Your KOL/Thought Leader Approach**

- Consider eight major areas of thought leader engagement in this interactive session before diving deeper into topical areas the audience will select
- Learn more about the key elements of KOL engagement strategy and compare and contrast how different attendees and companies are currently supporting these activities
- Recognize successes, challenges and trends other companies and teams may be experiencing
- Discuss real-world examples of when thought leader engagement goes well or awry

Jeff Sears, Executive Director, AVANT HEALTHCARE

10:30 Networking Break

11:00 **Attribute Value to Field Team Interactions Through Meaningful Metrics and KPIs**

- Examine how field teams perceive metrics and KPIs as a lack of confidence from senior leadership
- Identify common mistakes that stem from tracking activities that don't provide value or lacking processes to effectively capture meaningful activities
- Explore the use of tools and face-to-face collaborative meetings with different functions to discuss insights that can drive value to your company

Aleksandra Vljajnic, M.D., MBA, Vice President, US Medical Affairs, General Medicine, Hematology and Dermatology, BAYER

11:45 **The Challenges of Preparing the Market for a Product Launch at a Small Biotech**

- Understand who the key players are and build KOL advocates
- Establish the challenges of educating the market on an unmet medical need
- Plan a strategy for the prioritization and sharing of scientific information across a product life cycle

James Stec, Senior Director, Medical Affairs, IMMUNOGEN

12:30 Luncheon

1:30 **What Does KOL Engagement Look Like in the Digital Era?**

- Leverage patient-connected digital tools to move clinical trials into the digital technology arena
- Adapt traditional collaboration with KOLs to fit into the digital pharma world
- Consider the role of social media in a pharma digital strategy and understand how a KOL fits into this approach

David Lee Scher, M.D., FACP, FACC, FHRS, Cardiologist; Director, DLS HEALTHCARE CONSULTING

2:15 **Effectively Tier Thought Leaders to Determine the Fair Market Value of Payments**

- Select a range of metrics and criteria for developing a stratification model for KOL segmentation
- Identify thought leaders based on level of experience and recognition
- Craft compliant processes to collect and evaluate data in order to determine regional and international fair market value rates

Kevin Ryan, Senior Director, Risk and Accountability, NOVO NORDISK

3:00 Networking Break

3:30  **Case Study: Examine the Development of a Centralized Customer Engagement Team**

- Create strong relationships with customers to gain their support
- Help bring various stakeholders together to align internal strategy through collaborative conversations
- Examine the synergies created based on this organizational setup

Vimal Patel, Senior Director, Customer Engagement, SUN PHARMA

4:15  **Panel: Best Practices for Developing a Brand Strategy Across Medical and Commercial Groups that Aligns with an Organization's Business Objectives**

- Compare and contrast the motivations and objectives for the medical and commercial functions
- Recognize some of the common pitfalls that can lead to communication challenges between the two groups
- Hear perspectives from both sides of the organization regarding how to successfully work together toward the creation of an effective brand strategy

Gina Ford, Vice President, Commercial Strategy, ACELRX PHARMACEUTICALS
Peter Lee, Vice President, Compliance, HERON THERAPEUTICS
Jacqueline S. Armani, O.D., FAAO, Medical Science Liaison – Surgical, ALCON

5:00 **Optimize Stakeholder Engagement Programs with Online Discussion Platforms**

- Look at modern and emerging venues for engaging stakeholders and removing communications barriers
- Learn about trends and tips for how to maximize program results through digital avenues
- Delve into case studies and key examples of recent innovations within varying size programs

Lance Hill, CEO, WITHIN3

5:45 Day One Concludes

8:00 Continental Breakfast	
CORPORATE STRATEGY	FIELD STRATEGY
<p>9:00 Chairperson's Opening Remarks and Recap of Day One John Sears, Ph.D., MBA, Director, Health Care Quality Strategy for Cardiovascular and Metabolics, JOHNSON & JOHNSON HEALTH CARE SYSTEMS INC.</p>	<p>9:00 Chairperson's Opening Remarks and Recap of Day One Nelson G. Costa, Director, Migraine KOL and Advocacy Marketing, AVANIR</p>
<p>9:15 Do More with Less Using Data-Driven Engagement Strategies <ul style="list-style-type: none"> • Gather information from the scientific and medical communities to identify all key perspectives in a disease area • Use data and analytics to cast a wider net with fewer resources • Learn how data can put medical affairs in the strategy driver's seat Tony Page, Chief Executive Officer, VOXX ANALYTICS</p>	<p>KOL Development and Engagement Plan for Effective Partnerships <ul style="list-style-type: none"> • Use a KOL's strengths and core competencies to advance a product's scientific platform and commercial strategy • Provide a framework for building lasting relationships with influential KOLs • Integrate KOL activities across cross-functional areas • Improve clinical outcomes for patients Nelson G. Costa, Director, Migraine KOL and Advocacy Marketing, AVANIR</p>
<p>10:00 Case Study: Develop an Effective Strategy to Help Focus the Efforts of Your Field Team and Avoid Overlap with Commercial  <ul style="list-style-type: none"> • Differentiate between thought leaders based on their level of influence • Create a strategy that helps your field team spend time on the most valuable activities • Leverage strong relationships with potential champions that lack influence at their clinic in the most meaningful way Sherrie Smartt, Medical Director, Clinical Studies and Regulatory Affairs Manager, THERMO FISHER SCIENTIFIC</p>	<p>KOL Mapping to Optimize Medical Communications and the Field Force: A Revolutionary Approach <ul style="list-style-type: none"> • Circulate medical messaging from KOLs among the KOL network during pre-launch to ensure it percolates to the next tier and reaches community opinion leaders (COLs) and local healthcare practitioners (HCPs) • Gain an overview of the "Pyramid of Influence" concept that increases participants' understanding of how information flows among HCPs from all tiers, and how pharma can leverage this information to achieve a successful product launch • Learn how this concept helps medical and commercial teams work together prior to launch, not only to achieve effective medical communications but also to later optimize the field sales force Badal Shah, B.Pharm, M.S., MBA, Director, Health Analytics, QPHARMA</p>
10:45 Networking Break	
<p>11:15 What to Do and Not to Do When Running an Advisory Board <ul style="list-style-type: none"> • Define clear objectives for the meeting and select attendees accordingly • Choose advisors who will help facilitate the conversation and avoid inviting thought leaders that can have a negative impact on the overall meeting • Recognize the importance of following up after an advisory board • Provide examples of successful and less successful implementation Bob Numerof, MSL Field Team Leader, US Medical Affairs, CSL BEHRING</p>	<p>Learn How to Build a Successful Clinical Workshop for Implementing Products <ul style="list-style-type: none"> • Identify key stakeholders who want to provide positive change within their institutions • Leverage local KOLs and their clinical contacts to engage with other clinicians to drive positive change for patient care • Create a strategy that provides a pathway for successful translation to other potential institutions Brad P. Mayeux, MSN, RN, Manager, Medical and Scientific Affairs, Cardiac Biomarkers, ROCHE DIAGNOSTICS</p>
12:00 Luncheon	
<p>1:15 Reimagine the KOL <ul style="list-style-type: none"> • Outline how healthcare ecosystems are evolving to include many more stakeholders that influence treatment decisions • Examine how new stakeholders — including payers, IDN networks and healthcare quality leaders — are acquiring more influence over treatment decision-making • Find new stakeholder partnerships to ensure manufacturers remain relevant in this new ecosystem • Develop better methods to validate drug spending and treatment value propositions in our value-based healthcare system • Provide examples of successful and less successful strategies John Sears, Ph.D., MBA, Director, Health Care Quality Strategy for Cardiovascular and Metabolics, JOHNSON & JOHNSON HEALTH CARE SYSTEMS INC.</p>	<p>Case Study: Raise Awareness About the Underrepresentation of Women in Cardiovascular Clinical Trials  <ul style="list-style-type: none"> • Examine the thought leader landscape in different regions • Leverage a thought leader's network and act as a facilitator to have them engage other physicians for a common cause • Employ disruptive tactics that aren't focused on products and effectively differentiate physician perceptions of field medical as an extension of the sales team Margaret A. Campbell, Pharm.D., Medical Science Liaison, Director, USMedical Cardio-Respiratory Medical Unit, NOVARTIS</p>
<p>2:00 A Compliance Perspective on Effective Advisory Board/Consulting Arrangement Execution <ul style="list-style-type: none"> • Consider the legal and regulatory risks involved • Explore the need for compliance monitoring in advisory boards • Hear documentation best practices • Discuss the difference in perspectives between medical and commercial groups Peter Lee, Vice President, Compliance, HERON THERAPEUTICS</p>	<p>Implement and Quantify an Effective MSL Strategy Relating to KOL Engagement <ul style="list-style-type: none"> • Focus on the highest-value activities for MSLs • Quantify field-based activities and outcomes • Communicate and demonstrate the value of these activities back to leadership James Hopper, MBA, BSN, Clinical Operations Manager, North America Clinical Diagnostics, THERMO FISHER SCIENTIFIC</p>

2:45	<p>Panel: Best Practices for Managing Successful Advisory Boards</p> <ul style="list-style-type: none"> • Understand the importance of ensuring Sunshine Act competence among team members • Highlight the challenges of managing advisory boards comprised of global KOLs and thought leaders • Learn how to implement digital technologies when developing an advisory board <p>Bob Numerof, MSL Field Team Leader, US Medical Affairs, CSL BEHRING Brad P. Mayeux, MSN, RN, Manager, Medical and Scientific Affairs, Cardiac Biomarkers, ROCHE DIAGNOSTICS David W. Morrow, World Wide Director, Strategic Marketing, DEPUY SYNTHES</p>	
3:30	Chairperson's Closing Remarks	
3:45	Conference Concludes	

<p>KOL Engagement and Advisory Board Interactions During Early Phase Product Development</p> <ul style="list-style-type: none"> • Highlight the importance and need for KOL interactions during product development to maximize product value • Explore how the optimal utilization of KOL expertise is critical for successful product development • Discuss the challenges of managing KOL expertise versus consultant expertise during product development <p>Sudeesh K. Tantry, Ph.D., Vice President, Clinical Development, GLENMARK PHARMACEUTICALS</p>	
Chairperson's Closing Remarks	

Registration

Registration Fees for Attending ExL's 8th KOL/Thought Leader Engagement and Advisory Boards Summit:

EARLY BIRD PRICING — Register by Friday, May 5, 2017	\$1,895
STANDARD PRICING — Register after Friday, May 5, 2017	\$2,095
ONSITE PRICING	\$2,195

Group Discount Program

Offers may not be combined. Early bird rates do not apply. To find out more about how you can take advantage of these group discounts, please call 201 871 0474.

Save 25% per person when registering four

For every three simultaneous registrations from your company, you will receive a fourth complimentary registration to the program (must register four at one time). This is a savings of 25% per person.

Save 15% per person when registering three

Can only send three? You can still save 15% off of every registration.

TERMS AND CONDITIONS: By registering for an ExL Events ("ExL") event, you agree to the following set of terms and conditions listed below:

REGISTRATION FEE: The fee includes the conference, all program materials, and designated continental breakfasts, lunches and refreshments.

PAYMENT: Make checks payable to ExL Events and write C883 on your check. You may also use Visa, MasterCard, Discover or American Express. Payments must be received in full by the conference date. Any discount applied cannot be combined with any other offer and must be paid in full at the time of order. Parties must be employed by the same organization and register simultaneously to realize group discount pricing options.

****Please Note:** There will be an administrative charge of \$300 to substitute, exchange and/or replace attendance badges with a colleague within five business days of any ExL conference.**

CANCELLATION AND REFUND POLICY: If you cancel your registration for an upcoming ExL event, the following policies apply, derived from the Start Date of the event:

- Four weeks or more: A full refund (minus a \$295 processing fee) or a voucher to another ExL event valid for 12 months from the voucher issue date.
- Less than four weeks: A voucher to another ExL event valid for 12 months from the voucher issue date.
- Five days or less: A voucher (minus a \$395 processing and documentation fee) to another ExL event valid for 12 months from the voucher issue date.

To receive a refund or voucher, please fax your request to 253 663 7224.

CREDIT VOUCHERS: Credit vouchers are valid for 12 months from date of issue. Credit vouchers are valid toward one (1) ExL event of equal or lesser value. If the full amount of said voucher is not used at time of registration, any remaining balance is not applicable now or in the future. Once a credit voucher has been applied toward a future event, changes cannot be made. In the event of cancellation on the attendees' behalf, the credit voucher will no longer be valid.

Media Partners:



sharing medical knowledge™



Questions? Comments?

Do you have a question or comment that you would like to be addressed at this event? Would you like to get involved as a speaker or discussion leader?



ExL Events does not and is not obligated to provide a credit voucher to registered attendee(s) who do not attend the event they registered for unless written notice of intent to cancel is received and confirmed prior to the commencement of the event.

SUBSTITUTION CHARGES: There will be an administrative charge of \$300 to substitute, exchange and/or replace attendee badges with a colleague occurring within five business days of the conference.

ExL Events reserves the right to cancel any conference it deems necessary and will not be responsible for airfare, hotel or any other expenses incurred by registrants.

ExL Events' liability is limited to the conference registration fee in the event of a cancellation and does not include changes in program date, content, speakers and/or venue.

*The opinions of ExL's conference speakers do not necessarily reflect those of the companies they represent, nor ExL Events.

Please Note: Speakers and agenda are subject to change without notice. In the event of a speaker cancellation, significant effort to find a suitable replacement will be made.

The content in ExL slide presentations, including news, data, advertisements and other information, is provided by ExL's designated speakers and is designed for informational purposes for its attendees. It is NOT INTENDED for purposes of copywriting or redistribution to other outlets without the express written permission of ExL's designated speaking parties. Neither ExL nor its content providers and/or speakers and attendees shall be liable for any errors, inaccuracies or delays in content, or for any actions taken in reliance thereon. EXL EVENTS EXPRESSLY DISCLAIMS ALL WARRANTIES, EXPRESSED OR IMPLIED, AS TO THE ACCURACY OF ANY CONTENT PROVIDED, OR AS TO THE FITNESS OF THE INFORMATION FOR ANY PURPOSE. Although ExL makes reasonable efforts to obtain reliable content from third parties, ExL does not guarantee the accuracy of, or endorse the views or opinions given by any third-party content provider. ExL presentations may point to other websites that may be of interest to you, however ExL does not endorse or take responsibility for the content on such other sites.

REGISTRATION
to register *CLICK HERE* or

Call: 201 871 0474
fax: 253 663 7224
email: register@pmaconference.com
web: <http://pmaconference.com/>
Mail: POB 2303 Falls Church Va 22042

Method of Payment: Check Credit Card

Make checks payable to ExL Events.

Card Type: MasterCard Visa Discover AMEX

Card Number: _____

Exp. Date: _____ CVV: _____

Name on Card: _____

Signature: _____

Please contact me:

I'm interested in marketing opportunities at this event.

I wish to receive email updates on ExL Pharma's upcoming events.

CONFERENCE CODE: C883

YES! Register me for this conference!

Name: _____

Title: _____

Company: _____

Dept.: _____

Address: _____

City: _____ State: _____ Zip: _____

Email: _____

Phone: _____

Fax: _____

e^xl 8th
pharma

KOL/Thought Leader Engagement and **ADVISORY BOARDS** Summit

Implement Innovative Strategies for Thought Leader Engagement That Drive Value and Address the Cross-Functional Challenges of Managing KOL Relationships

June 15-16, 2017 / Sonesta Philadelphia Rittenhouse Square / Philadelphia, PA

Plenary Session Highlights

CHAIRPERSON

Attribute Value to Field Team Interactions Through Meaningful Metrics and KPIs



Aleksandra Vlajnic, M.D., MBA, Vice President, US Medical Affairs, General Medicine, Hematology and Dermatology, BAYER

Who Are the Thought Leaders of Today and How Can You Engage Them in a Meaningful Way?



Mary Chi Michael, Vice President, Patient Advocacy and Stakeholder Management, OTSUKA

What Does KOL Engagement Look Like in the Digital Era?



David Lee Scher, M.D., FACP, FACC, FHRS, Cardiologist; Director, DLS HEALTHCARE CONSULTING